

## ORDER



KSNV

Orders	Order / Rev:	106697	Primary AE:	Amy McCreary
	Alt Order #:	06853041	Sales Office:	BLPHI
	Product Desc:	OBAMA SKED C	Sales Region:	National
	Estimate:	1781		
	Flight Dates:	09/18/12 - 10/01/12		
	Original Date / Rev:	09/17/12 / 09/21/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America - ReVised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01-Democrat	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	61	\$29,525.00	\$25,096.25
10/01/12	10/01/12	8	\$3,550.00	\$3,017.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$29,525.00	\$25,096.25	0.00
October 2012	8	\$3,550.00	\$3,017.50	0.00
Totals	69	\$33,075.00	\$28,113.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$33,075.00
Market	100%	\$137,812.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$41,343.75
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$34,453.12
KTUD	1%	\$1,378.12
KVVU	15%	\$20,671.88
KWWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,890.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Today Show	CM	658a-9am	MTWTF--	:30	4	\$850.001	0.00	NM	8	\$6,800.00	

## TODAY SHOW

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 106697 Advertiser: Obama for America  
 Alt Order #: 06853041 Product Desc: OBAMA SKED C KSNV  
 Flight Dates: 09/18/12 - 10/01/12 Estimate: 1781

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$850.001	0.00	NM	8	\$6,800.00
<b>TODAY SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/18/12	09/24/12		MTWTF--		4			\$850.00		0.00			
Week:	09/25/12	10/01/12		MTWTF--		4			\$850.00		0.00			
E 2	KSNV	09/18/12	09/24/12	M-F Today Show II 3rd HOM M-F Today Show II		9-10a	MTWTF--	:30	4	\$350.001	0.00	NM	4	\$1,400.00
<b>TODAY SHOW II</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/18/12	09/24/12		M-WTF--		4			\$350.00		0.00			
E 3	KSNV	09/18/12	10/01/12	M-F Today Show III 4th BM Today 4th Hour		10am-11am	MTWTF--	:30	5	\$325.001	0.00	NM	10	\$3,250.00
<b>TODAY SHOW III</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/18/12	09/24/12		MTWTF--		5			\$325.00		0.00			
Week:	09/25/12	10/01/12		MTWTF--		5			\$325.00		0.00			
E 4	KSNV	09/18/12	10/01/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.001	0.00	NM	5	\$1,625.00
<b>RACHEL RAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/18/12	09/24/12		M-TF--		2			\$325.00		0.00			
Week:	09/25/12	10/01/12		MTWTF--		3			\$325.00		0.00			
E 5	KSNV	09/18/12	10/01/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.001	0.00	NM	10	\$4,250.00
<b>NEWS 3 AT NOON</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/18/12	09/24/12		MTWTF--		5			\$425.00		0.00			
Week:	09/25/12	10/01/12		MTWTF--		5			\$425.00		0.00			
E 6	KSNV	09/18/12	10/01/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.001	0.00	NM	10	\$4,250.00
<b>DAYS OF OUR LIVES</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/18/12	09/24/12		MTWTF--		5			\$425.00		0.00			
Week:	09/25/12	10/01/12		MTWTF--		5			\$425.00		0.00			
E 7	KSNV	09/18/12	10/01/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.001	0.00	NM	5	\$1,625.00
<b>THE DOCTORS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/18/12	09/24/12		MTWTF--		2			\$325.00		0.00			
Week:	09/25/12	10/01/12		MTWTF--		3			\$325.00		0.00			
E 8	KSNV	09/18/12	10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$450.001	0.00	NM	10	\$4,500.00
<b>DR. PHIL</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/18/12	09/24/12		MTWTF--		5			\$450.00		0.00			
Week:	09/25/12	10/01/12		MTWTF--		5			\$450.00		0.00			
E 9	KSNV	09/18/12	09/18/12	Tues PR 10-11p Tuesday Prime 10-11pm	CM	10-11pm	-T-----	:30	1	\$3,200.001	0.00	NM	1	\$3,200.00
<b>PARENTHOOD</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/17/12	09/23/12		-T-----		1			\$3,200.00		0.00			
E 10	KSNV	09/25/12	09/28/12	M-F Today Show II 3rd HOM M-F Today Show II		9-10a	-TWTF--	:30	4	\$350.001	0.00	NM	4	\$1,400.00
<b>TODAY SHOW II</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		-TWTF--		4			\$350.00		0.00			
E 11	KSNV	10/01/12	10/01/12	M-F Today Show II 3rd HOM M-F Today Show II		9-10a	M-----	:30	1	\$425.001	0.00	NM	1	\$425.00
<b>TODAY SHOW II</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		M-----		1			\$425.00		0.00			

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Advertiser: Obama for America  
 Product Desc: OBAMA SKED C  
 Estimate: 1781

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N12	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY	6a-7a		-----S-	:30	1	\$350.001	0.00	NM	1	\$350.00	
<b>TODAY SHOW II</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	-----S-		1				\$350.00		0.00			
													Totals	69 \$33,075.00	